

ORDER

KSNV

Orders

Order / Rev: **104472**
 Alt Order #: 06833667
 Product Desc: HOUSE MAJORITY PAC
 Estimate: 1428
 Flight Dates: 09/21/12 - 10/01/12
 Original Date / Rev: 07/19/12 / 10/04/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: House Majority PAC *Revised*
 Demographic: A35+
 Product Codes: PLI2
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	86	\$52,525.00	\$44,646.25
10/01/12	10/01/12	12	\$10,375.00	\$8,818.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	86	\$52,525.00	\$44,646.25	0.00
October 2012	12	\$10,375.00	\$8,818.75	0.00
Totals	98	\$62,900.00	\$53,465.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	31%	\$62,900.00
Market	100%	\$202,903.23

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$52,754.84
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,464.52
KTUD	1%	\$2,029.03
KVVU	18%	\$36,522.58
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$16,232.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagner	CM	430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	2	\$400.00

Wake Up Early Wagners
 COMMENTS APPLY TO SUB LINES A THRU B
 WAKE UP EARLY W/THE WAGNERS CNX 1X

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N31	KSNV	09/22/12	09/22/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$675.00		0.00			
N32	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$525.00		0.00			
N33	KSNV	09/25/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWTF--	:30	1	\$375.00	1	0.00	NM	1	\$375.00
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$375.00		0.00			
N38	KSNV	09/21/12	09/24/12	Today-AN Today-AN	CM	205a-304a	M---F--	:30	1	\$100.00	3	0.00	NM	1	\$100.00
TODAY ONIGHT ADDED SPOT.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					1	\$100.00		0.00			
N40	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M---F--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS CHANGE IN FLIGHT DATE- -ORDER NOW STARTS 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					4	\$400.00		0.00			
N41	KSNV	09/21/12	09/24/12	Today Show Today Show	CM	658a-9am	M---F--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW CHANGE IN FLIGHT DATES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					3	\$900.00		0.00			
N42	KSNV	09/21/12	09/24/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M---F--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW III CHANGE IN FLIGHT DATE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					3	\$325.00		0.00			
N43	KSNV	09/21/12	09/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	M---F--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					3	\$325.00		0.00			
N44	KSNV	09/21/12	09/24/12	Noon News Noon News	CM	12-1230pm	M---F--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
NEWS 3 AT NOON FLIGHT CHANGE TO START 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					3	\$425.00		0.00			
N45	KSNV	09/21/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M---F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS 4: THE AGENDA FLIGHT DATE CHANGE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					2	\$325.00		0.00			
N46	KSNV	09/21/12	09/24/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M---F--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS OF OUR LIVES FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					3	\$425.00		0.00			
N47	KSNV	09/21/12	09/24/12	The Doctors The Doctors	CM	2pm-3pm	M---F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
THE DOCTORS FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/12	09/27/12	M---F--					2	\$325.00		0.00			
N48	KSNV	09/21/12	09/24/12		CM	3-4p	M---F--	:30	2	\$450.00	1	0.00	NM	2	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
DR. PHIL FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		2			\$450.00	0.00					
N 49	KSNV	09/21/12	09/24/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M---F--	:30	3	\$725.00	1	0.00	NM	3	\$2,175.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
NEWS 4 AT 430P FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		3			\$725.00	0.00					
N 50	KSNV	09/21/12	09/24/12	M-F Early News	CM	5-630p	M---F--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				M-F Early News											
EARLY NEWS FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		3			\$1,200.00	0.00					
N 51	KSNV	09/21/12	09/24/12	M-F Jeopardy	CM	630-7pm	M---F--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
				M-F Jeopardy											
JEOPARDY FLIGHT CHANGE TO 9/21 START..															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		3			\$1,000.00	0.00					
N 52	KSNV	09/21/12	09/24/12	M-F Wheel	CM	7-730pm	M---F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Wheel of Fortune											
WHEEL OF FORTUNE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		2			\$1,000.00	0.00					
N 53	KSNV	09/21/12	09/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	M---F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/21/12	09/27/12	M---F--		1			\$1,200.00	0.00					
N 54	KSNV	09/23/12	09/23/12	Wake Up Early w/ Wagner	CM	430a-5a	-----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	-----S		1			\$200.00	0.00					
													Totals	98	\$62,900.00